

Mill Roseman for Philip Morris USA 3/15/83
Draft of letter re Waxman bill -- 3: from general executive

Dear _____:

Once again, the tobacco industry is being made the excuse for a raid on the U.S. Treasury and the inflation of "big brother" regulatory ~~beurocracy~~ *bureaucracy*.

H.R. 1824, introduced by Representative Waxman, would lay an unbearable, unfair, and probably unconstitutional burden on the tobacco industry, and on American citizens who choose to smoke cigarettes. If enacted, it would exact an enormous price in jobs, earnings and American world trade.

Those, however, are only the economic costs.

This unwise bill would run directly counter to the evident intent of the Congress and the electorate, both of which clearly seek to diminish the burden of government regulation. It would make the Secretary of Health and Human Services a virtual "czar" of the tobacco industry, transferring to that Department's jurisdiction powers and authority currently exercised by the Department of Commerce and the Federal Trade Commission -- and vastly enlarging those powers. It would, in other words, create more regulations and regulators, not less.

To pursue that purpose, it would commit the Congress and the Nation to vast, unmeasurable expenditures. At a time when every effort is being bent to reducing the deficit and diminishing the burden on the American taxpayer, this proposed "educational" legislation would plough what could easily be millions of dollars into a vain, useless effort to warn the American people about alleged dangers which are not only unproven, but about which they are already better informed than they are about almost any other subject imaginable.

What this legislation purportedly seeks to do has already been done: authoritative surveys have demonstrated that fully 90 per cent of the American people know about the alleged effects of smoking on health.

How it seeks to do so is inequitable, unAmerican, and proved to be ineffective. It would force the cigarette industry to use its packaging and its labels for anti-smoking propaganda. It would violate the First Amendment right of commercial free speech. It would legislate a requirement of rotating labels, on packages and in advertising, already tried and abandoned in other lands.

The alleged purpose of the legislation, therefore, is clearly a smokescreen for an attempt to foist costly regulatory "big brotherism" on an unwilling public.

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